

Remember We Carry the Following Lines: Woltex, LaVogue,  
The Most Interesting Event Scheme  
**Our Great Fall Merch**

### Editorial

Style tendencies as shown by the new arrivals of fall merchandise for the big fall merchandise show and sale to be held at The Bargain Store this Re-union. The new dress goods will be seen in violet, amethyst, and all the allied purple shades for the high style novelty colors. The very deep dark reddish purples are especially favored in this class. For popular wear, old rose in the deep dark tints is being shown extensively. Staple colors will be blue and brown. Darker shades of these will be very popular with the conservatives. The novelty blues will be royal and gendarme, and the light grayish shades. There is a large showing of browns; the deep tints as well as the lighter shades, as castor, wood and leather. Gray is popular in the deeper tints which are darker than the taupe and shoked of last season. Greens are shown both in the cold bluish shades and the warm yellowish and brownish tints. The reds are darker, and the wine and purplish grape shades are much in evidence; the colors as a whole seem to trend to the very dark and somber hues, not dull or faded effects, but simply deep and very dark in tone and shade. Fabrics in the exclusive high-class novelties are the cotelle or corded effects and the rough weaves. Stripes in the shadow as well as the two tone are the best liked designs. The diagonal stripes will gain in popularity as the season advances.

### Merchandise Show

#### In Our Ladies' Suit Department

Our mammoth garment department on the second floor is filled with all the new ideas suggested by dame fashion for the coming season. Simultaneously with the large Eastern style centers we are displaying these fall fashions to you. Hundreds of pretty styled suits made from the fashionable Cotelle and diagonal soft finished fabrics embracing all the new colors, both novelties and staple. And another interesting feature about this department is that in our better lines of garments you will find no duplicate garments. For this is the only way that we can assure you an exclusive suit.

All of our garments are made by the best garment makers in the world and this great fall merchandise show of Women's Suits and Dresses embodies the latest styles, shades, trimmings and materials.

#### Style is the Art of being Right

And judging from that standard the "Bargain Store" garments are the ones to buy. A style not in accordance with fashion's capric is not right.

But go through our immense stocks and you will see for yourself that the "Bargain Store" garments are in style, and illustrate in the best way the art of being right. In styles the dominate note is sounded; in fit, no other garments can excel them; in quality, we have always "led the procession" and still maintain that position; in actual value, you will find that the Bargain Store garments are what you want.

**ASK TO SEE** Our garment made for us by the LaVogue people; made to sell from.....\$20 to \$35  
Woltex Suits and Dresses, exclusive models and priced from \$16.50 to \$25  
Sunshine Suits, Skirts and Coats from.....\$12.50 to \$20  
And many other Skirts, Suits and Coats to sell from.....\$6.00 to \$15

#### New Fall Street Hats

have arrived and will be placed in this sale at the lowest cash prices.

#### ADVANCE SALE OF UNDERWEAR

Men's heavy fleeced underwear worth up to 69c per garment on sale at 43c

Men's cotton ribbed underwear all sizes and in pink, blue, browns and white 50c and 65c values, now 43c

Men's extra heavy ribbed underwear that was made to sell for 75c marked out in this sale at garment 45c

A complete line of ladies and childrens underwear in cotton, and wool. All sizes of all kinds and this new fall underwear goes on sale at special prices for reunion week.

#### Sale of Gent's Furnishings

The largest furnishing goods department in the southwest. Offers you larger and more complete line of merchandise than is possible for the smaller concerns to do. And buying for cash in large quantities our prices cannot be equaled. A few specials for reunion week. 75 dozen shirts, coat or plain style, with cuffs attached made of fine madras cloths and come in all the new striped and figured patterns. Shirts that usually sell for 75c reunion week price.....45c

Men's Fancy Lisle Thread Underwear in a variety of pretty colors \$1 values on sale at garment 79c

Fancy Lisle Underwear, a large assortment of colors, all sizes, values up to 90c, on sale, garment 69c

A large line of Negligee Shirts, collars and cuffs attached; they come in buff, tan, green, gray, pink, blue and white \$1.25 values on sale each 89c

50 dozen neckties, all advance fall styles, made of pure silk materials and come in a number of new designs, including the popular Autumn Leaves design. The ties that you have been paying 50c and 75c for on sale reunion week, each 43c

Our popular line of 25c ties larger than ever before, all styles, hundreds of patterns and a complete range of colors, reunion week pick them out at 21c

#### CLOSING OUT SUMMER DRESS GOODS

About 50 pieces of the fancy novelty wash silks, crepe pisse, and sueslines ilks. A large range of colors in both plain and fancy striped patterns. Goods that retailed up to 75c a yard, to close at yard 25c

#### Two Hosiery Specials

Two cases of children's hose, fine and heavy ribbed, black only, hose that were bought to sell at 26c. All sizes marked out at 15c per pair

One case of Men's Fine Lisle, highly mercerized come in plain colors of red, blue, green, amethyst, lavender, brown and black. Regular 25c values, all sizes, For reunion week they go at pair 12 1-2c

**FIFTY-FOUR THOUSAND** Square foot Departments filled to chandise of all kinds. Large and many more on the road biggest mills and the manuf.

for this great fall merchandise show and sale. Large cash purchase to-wear clothing for the entire family. Every article bears the standard of quality and our low cash prices that we hope to Re-union week each department is trying to out do the other clean-up sale of summer goods makes this one of the most in

One of the most interesting exhibitions of this great fall departments. New weaves and new colors.

Novelty Suitings—Roubaix weaves; they come in amethyst, and all the allied shades of purple, old rose, browns, smokes; cloths that were bought to sell at \$1.75, special this week at yard \$1.39

French Cotelle Suitings—in the new shades of brown, green, purple, blue and gray; plain and novelty patterns. \$1.25 values; this week at yard 89c

The New Corded Silks—in all the popular colors and pastel shades go into this sale this week, at yard \$1.00

Twenty-seven-inch Dress Flannels—in all the new colors and shades that are

#### Advanced Styles in M First Impressions

When you first see our tive of good style, good merits and comparative values, you will find that the real deep—not a mere matter of appearance only—but the original and method, untiring study of trade requirements and untiring ambition to excel. The Bargain Store upon all our patrons. It points to success as unerringly is made for us according to our own rigid specifications

#### Shoe News

From This Great Fall Merchandise Show and Sale

Rumors of the new things for fall and sale of current styles. Advance shipments from the factories indicate a still larger variety of extreme styles. Wing tips and perforations in abundance but new variations for fall. New curves are worked into the inlay and color patterns and new places have been found to put the perforations. The popular pump styles and variations are shown in plenty. And the price reductions to close out the broken sizes are deeper than ever. Buy your shoes this week and save 50c on every pair.

Men's Oxfords in patent colts, tans in calf and kid, gun metals and dull leathers all made in the most demanded styles for fall piled out on bargain tables for one week.

\$4.00 Oxfords now \$3.50  
\$3.50 Oxfords now \$3.00  
\$3.00 Oxfords now \$2.50  
\$2.00 Oxfords now \$1.50

Ladies' and Misses' Oxfords in patent colts, kids, dull leathers, tan calf and suedes bear the same reduction.

\$3.50 Oxfords now \$3.00  
\$3.00 Oxfords now \$2.50  
\$2.50 Oxfords now \$2.00  
\$2.00 Oxfords now \$1.50

## A complete line of the John B. Stetson Novelties

#### House Furnishing Department

(Second Floor)

Its doing its share in furnishing bargains for this great Reunion sale. Gasoline Stoves, Ice Chests, Kitchen Cabinets, and especially rugs and carpets marked with the one idea in view to give people genuine souvenir Reunion bargains.

#### 9x12 Axminster Rugs \$21

A large and well selected stock of beautiful floral and oriental patterns. The same rugs that sell from \$27.50 to \$30 regular, marked out in this Reunion sale each \$21

#### \$25 9x12 Velvet Brussels Rugs \$17.50

Many beautiful patterns in both the Oriental and floral designs, pretty colorings and as sortments are large enough to please all individual tastes.

#### 15 Tapestry Brussels Rugs \$10.75

These rugs are the 9x12 room size, a well selected line of patterns and perfect coloring. Many of them just arrived in time to go in this reunion sale your choice for \$10.75

#### Jap Fibre Rugs for \$9.10

They are the newest rugs for summer use and easy to keep clean. Wear as long as the heavy wool rugs, and are reversible. The 9x12 size on sale for this week choice \$9.10

#### \$50 Welton Velvet Rugs \$42.50

Many handsome rugs in this lot, both in the Oriental and Floral designs. These are one piece rugs made with no seams; priced as a special reunion bargain at \$42.50

Closing out our stock of gasoline stoves and to complete it this week, we are selling \$11.50 three burner two high and one low, stoves with elevated gas tanks for \$7.35

Two burner gasoline stoves that sell regularly at \$8 and \$10 have elevated gas tanks and new safety appliances, reunion price \$5.50

\$12.50 and \$15 gasoline stoves, 5 burners, three high and 2 low New safety appliances and elevated tank. Just a few of them to close at \$9.50

#### Domestic Cottons

Thousands of yards of new cotton fabrics just arrived from the mills, new patterns and new weaves. Every piece of the Bargain store quality. And the great reductions from the usual prices are due to our up-to-date buying methods and cash system. Compare these prices with the ones quoted you by other houses and see the saving we can make you.

New Pacific Armourel Clothes. These clothes are or the finest and most beautiful styles of flannelettes that has ever been introduced to the trade. They are especially well adapted by texture and finish for gowns, wrappers and similar garments, for both young and old. They were made to retail from 12 1/2c to 15c On sale here at yard 10c

Simpson's Velvet Outings, all patterns put out for the 1910 trade. The best values obtainable for to sell at 15c. On sale at yard 10c

Norway Shirtings worth 15c per yard, just received them and they are all bright, new patterns, both in the light and dark colors. On sale at yard 10c

Benbow Flannels in a great variety of pretty patterns, light and dark colors, worth 12 1-2c, on sale at 10c

12 1-2c Flannels of the Fairfax brand, heavy nap and a large assortment of patterns in light and dark colors, on sale yard 8 1-3c

Hope Muslin, all you want of it at yard 8 1-3c

Pepperal Sheetings 9-4 unbleached at 23c; 8-4 unbleached 20c; 9-4 bleached at 25c

All the best standard Dress Prints, hundreds of new patterns, including side bands, your choice at yard 5c

Heavy Bookfold Cheviot Shirtings worth 12 1-2c, in this Reunion Sale at yard 9 1-2c

A large line of Gingham that usually sell at 12 1-2c; on sale at per yard 10c

#### The Suit Sale

Continued for Re-union Week

The final clearance of men's clothing. And in addition to the summer suits, we have just received 50 new fall suits. It was a fortunate cash purchase of samples that were carried in an up town office. The selling season for the manufacturers being over they closed this office and sold us the samples. That is why we can still offer you such exceptional suit values for another week.

In the lot you will find new grays, fancy mixtures and fashionable striped patterns. Made in the approved styles for fall wear.

To close this lot out in the next week, we are putting these suits on sale at your choice for

\$10.00

# The Bargain Store

Dodge City

The Home of the Hart, Schaffner & Marx Clothes; Stetson Hats;